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By Jim Servi

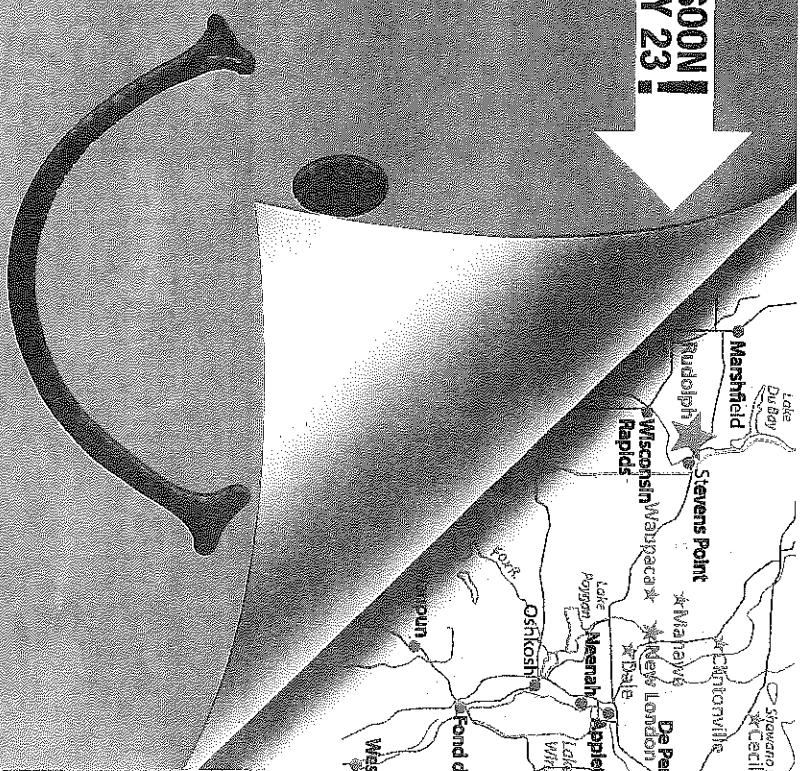
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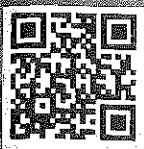
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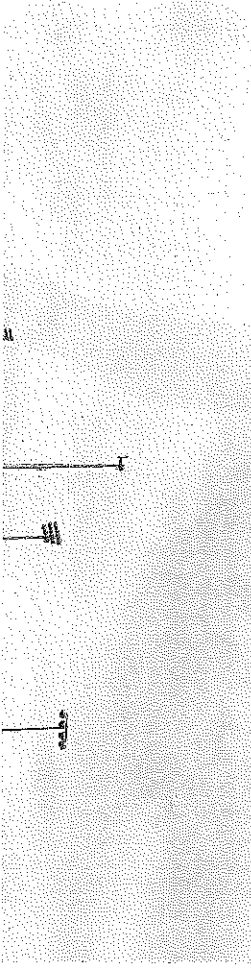
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Mosinee-based business has evolved with area's agricultural community

By Jim Servi

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Swiderski Equipment Inc. was founded in 1925 on the Swiderski family homestead in Mosinee to support the local farming community, and that is exactly what they continue to do today.

Owned by Alex and Dianne Swiderski, the company is preserved in the Swiderski family more than 90 years later. By evolving with the agriculture industry, they have captured, "more than 50 percent of the market share in the areas that we are responsible for," said Sly Krautramer, chief operating officer.

But that wasn't always the case. As recent as 2010, they struggled to define what the next level would look like for their business. Finally, all the pieces fell into place and they have been growing ever since.

"We've had a pretty good surge here, which started in 2010, and took the business to a new level," said Krautramer discussing their secrets for growth. "We got into high horsepower stuff, precision farming technology, and took our offerings to a higher level with bigger farms demanding bigger equipment."

That is where Swiderski Equipment's

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”

evolution paid dividends. When they were founded in 1925, there were 193,155 farms in Wisconsin and only 116 farms were more than 1,000 acres, according to the 1925 Census of Agriculture.

Naturally, their business supported these family farms, first by training and selling work horses and later by selling New Holland and Minneapolis Moine tractors and implements by the late 1930s.

That evolution continued throughout the subsequent decades. Fast forward to recent years and there are now fewer than 70,000 farms in Wisconsin and almost 2,500 of those farms encompass 1,000 acres or more. Now, all five

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Bill Schmeltzer, a clinical psychologist at The Centre for Well-Being in Wausau, and Ben Solheim, DPT, a doctor of physical therapy at Spine & Sport Physical Therapy Specialists in Wausau, have paired together to develop a pain science education course aimed at educating consumers who live with pain.

"Body-Mind-Body: Pain Science for Real People" will be offered at Northcentral Technical College in Wausau Wednesdays from 6-8 p.m. in three four-week modules, beginning Jan. 19,

co-authored a paper published in the most recent Association of American Medical Colleges Journal Academic Medicine.

The paper, posted online, is entitled, "Three-Year MD Programs: Perspectives from the Consortium of Accelerated Medical Pathway Programs."

The article includes an overview of each of the eight Consortium of Accelerated Medical Pathway Program schools—which includes both the Central Wisconsin and Green Bay medical colleges —

Ran) have raised funds for Parkinson's research.

In 2016, they changed their direction and raised funds for the purpose of increasing awareness and prevention of suicide among youth, presenting more \$25,000 to the Aspirus Melford Foundation.

According to statistics from the Center for Disease Control and Prevention (CDC), suicide is the second leading cause of death for young people ages 15 to 34.

"We plan to work with the local agencies and businesses in this area to increase the awareness

two Hill-Rom Affinity II birthing beds to Gogebic Community College in Ironwood, Mich., for use in training nursing students.

• The 20th annual Aspirus Festival of Trees raised \$215,000 in support of Aspirus Comfort Care and Hospice Services. This is the largest amount ever raised by the event that was held in November at the Stoney Creek Hotel & Conference Center in Rothschild.

Nancy Barthel covers healthcare news. Contact her at nbarthel@thebusinessnewsjournal.com.

Swiderski/We always have to grow'

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We're using technology to help those growers and producers be profitable in their own businesses."

Evolution of their product line is clearly one key factor to their dominating growth in the region, but certainly not the only key to success.

"We have high level, quality people with little turnover," Krautkramer said. "Not only that, but we hire talented people and empower them. Each person has a different personality and a different flavoring, which we capitalize on to get strong results."



Krautkramer

According to Krautkramer, that wasn't always the case either. "We went from having a hard time finding employees to having people knocking on our door because everyone wants to work for a winning team."

With success due to their never ending evolution and a strong team in place, Swiderski Equipment is looking to continue their success.

"We always have to grow and have growth plans in place, but the real key is to capitalize on new opportunities," Krautkramer said.

One key aspect of that continued growth is what Heise calls their "sixth location." Right now, they are investing in advancing their online presence or that "sixth location" and will be launching a brand-new website sometime early in 2017. With that, they hope to reach out to both current and prospective customers



Heise

to discuss technology and innovations so they can stay on the cutting edge and provide their customers with exactly what they require to be successful.

Even with all that, Krautkramer said there is one last key to their continued growth and success. "We support our communities through different programs and community events, whether it is 4-H, the FFA, or June Dairy Breakfasts, we're engaged and active members of our community to show them we truly care."

WEDC seeks nominees for export awards

The Wisconsin Economic Development Corp. (WEDC) is seeking Wisconsin companies and organizations that have achieved exporting success to apply for a 2017 Governor's Export Achievement Award.

The awards are open to companies of all sizes as well as to organizations that have contributed to the state's ability to compete in the global economy.

The preliminary nomination process requires only the submission of a short narrative (250 words or fewer) of the company's recent exporting accomplishments.

Entries should focus on the company's innovative international strategy and export growth.

The deadline for preliminary nominations is Jan. 13.

For more details on the award or to complete a nomination form, visit wisconsin.com/exportawards or contact Patrick Roetker at (608) 210-6747.